



WSOC-TV

WSOC-TV  
1901 North Tryon Street  
Charlotte, NC 28206-2700

Crossroads Media  
66 Canal Center Plaza  
Suite 555  
Alexandria, VA 22314

## Contract # 322817

**Schedule Dates** 09/18/12-09/27/12  
**Advertiser** Pol/Iss/American Crossroads (13324)  
**Agency** Crossroads Media (1218)  
**Product** Political - Issue (1068)  
**Brand** 691 (133290)  
**Salesperson** Telerep/Philadelphia, Philadelphia (1057)  
**Sales Office** Telerep/Philadelphia  
**Buyer Name** MARONEY,STEPHANIE  
**Phone/Fax** /  
**CPE** 11/27/691  
**Account Types** National/Political  
**Billing Type** Standard  
**Comments** AMERICAN CROSSROADS  
\*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\* AMERICAN CROSSROADS

**Date Entered** 07/18/12  
**Last Modified** 09/06/12  
**Entered By** Jill Hipskind  
**CO-OP** No  
**Headline #** 06240910  
**Demo**  
**Order Type** Normal  
**Package Deal**  
**Commission %** 15.00  
**Commission** \$9,675.00  
**Net Total** \$54,825.00  
**Sales Tax**

**Charlotte (WSOC)**  
By Broadcast Month  
Sep. 2012  
Grand Total:

Spots	Rate
66	\$64,500.00
66	\$64,500.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / Spot	09/19/12-09/19/12	3	:30	5A-6A (EST)				1					1	\$550.00	\$550.00	Charlotte (WSOC)		7/18/12
2.0	Normal Line / Spot	09/20/12-09/20/12	3	:30	5A-6A (EST)					1				1	\$550.00	\$550.00	Charlotte (WSOC)		7/18/12
3.0	Normal Line / Spot	09/21/12-09/21/12	3	:30	5A-6A (EST)						1			1	\$550.00	\$550.00	Charlotte (WSOC)		7/18/12
4.0	Normal Line / Spot	09/25/12-09/25/12	3	:30	5A-6A (EST)			1						1	\$550.00	\$550.00	Charlotte (WSOC)		7/18/12
5.0	Normal Line / Spot	09/26/12-09/26/12	3	:30	5A-6A (EST)				1					1	\$550.00	\$550.00	Charlotte (WSOC)		7/18/12
6.0	Normal Line / Spot	09/27/12-09/27/12	3	:30	5A-6A (EST)					1				1	\$550.00	\$550.00	Charlotte (WSOC)		7/18/12
7.0	Normal Line / Spot	09/24/12-09/24/12	3	:30	6A-7A (EST)						1			1	\$1,200.00	\$1,200.00	Charlotte (WSOC)		7/18/12
8.0	Normal Line / Spot	09/18/12-09/18/12	3	:30	6A-7A (EST)			1						1	\$1,200.00	\$1,200.00	Charlotte (WSOC)		7/18/12
9.0	Normal Line / Spot	09/19/12-09/19/12	3	:30	6A-7A (EST)				1					1	\$1,200.00	\$1,200.00	Charlotte (WSOC)		7/18/12
10.0	Normal Line / Spot	09/20/12-09/20/12	3	:30	6A-7A (EST)					1				1	\$1,200.00	\$1,200.00	Charlotte (WSOC)		7/18/12
11.0	Normal Line / Spot	09/26/12-09/26/12	3	:30	6A-7A (EST)						1			1	\$1,200.00	\$1,200.00	Charlotte (WSOC)		7/18/12
12.0	Normal Line / Spot	09/27/12-09/27/12	3	:30	6A-7A (EST)							1		1	\$1,200.00	\$1,200.00	Charlotte (WSOC)		7/18/12
13.0	Normal Line / Spot	09/24/12-09/24/12	3	:30	7A-9A (EST)								1	1	\$1,200.00	\$1,200.00	Charlotte (WSOC)		7/18/12
14.0	Normal Line / Spot	09/18/12-09/18/12	3	:30	7A-9A (EST)			1						1	\$1,200.00	\$1,200.00	Charlotte (WSOC)		7/18/12

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

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<b>Advertiser</b>	Pol/Iss/American Crossroads (13324)	<b>Last Modified</b>	09/06/12
<b>Agency</b>	Crossroads Media (1218)	<b>Entered By</b>	Jill Hipskind
<b>Product</b>	Political - Issue (1068)	<b>CO-OP</b>	No
<b>Brand</b>	691 (133290)	<b>Headline #</b>	06240910
<b>Salesperson</b>	Telerep/Philadelphia, Philadelphia (1057)	<b>Demo</b>	
<b>Sales Office</b>	Telerep/Philadelphia	<b>Order Type</b>	Normal
<b>Buyer Name</b>	MARONEY,STEPHANIE	<b>Package Deal</b>	
<b>Phone/Fax</b>	/	<b>Commission %</b>	15.00
<b>CPE</b>	11/27/691	<b>Commission</b>	\$9,675.00
<b>Account Types</b>	National/Political	<b>Net Total</b>	\$54,825.00
<b>Billing Type</b>	Standard	<b>Sales Tax</b>	
<b>Comments</b>	AMERICAN CROSSROADS ***** THIS IS A CASH IN ADVANCE SCHEDULE ***** AMERICAN CROSSROADS		

Charlotte (WSOC)		
By Broadcast Month	Spots	Rate
Sep. 2012	66	\$64,500.00
<b>Grand Total:</b>	<b>66</b>	<b>\$64,500.00</b>

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
15.0	Normal Line / Spot	09/19/12-09/19/12	3	:30	7A-9A (EST)				1					1	\$1,200.00	\$1,200.00	Charlotte (WSOC)		7/18/12
16.0	Normal Line / Spot	09/20/12-09/20/12	3	:30	7A-9A (EST)					1				1	\$1,200.00	\$1,200.00	Charlotte (WSOC)		7/18/12
17.0	Normal Line / Spot	09/25/12-09/25/12	3	:30	7A-9A (EST)						1			1	\$1,200.00	\$1,200.00	Charlotte (WSOC)		7/18/12
18.0	Normal Line / Spot	09/27/12-09/27/12	3	:30	7A-9A (EST)							1		1	\$1,200.00	\$1,200.00	Charlotte (WSOC)		7/18/12
19.0	Normal Line / Spot	09/24/12-09/24/12	4	:30	9A-10A (EST)								1	1	\$425.00	\$425.00	Charlotte (WSOC)		7/18/12
20.0	Normal Line / Spot	09/18/12-09/18/12	4	:30	9A-10A (EST)								1	1	\$425.00	\$425.00	Charlotte (WSOC)		7/18/12
21.0	Normal Line / Spot	09/19/12-09/19/12	4	:30	9A-10A (EST)								1	1	\$425.00	\$425.00	Charlotte (WSOC)		7/18/12
22.0	Normal Line / Spot	09/20/12-09/20/12	4	:30	9A-10A (EST)								1	1	\$425.00	\$425.00	Charlotte (WSOC)		7/18/12
23.0	Normal Line / Spot	09/21/12-09/21/12	4	:30	9A-10A (EST)								1	1	\$425.00	\$425.00	Charlotte (WSOC)		7/18/12
24.0	Normal Line / Spot	09/25/12-09/25/12	4	:30	9A-10A (EST)								1	1	\$425.00	\$425.00	Charlotte (WSOC)		7/18/12
25.0	Normal Line / Spot	09/26/12-09/26/12	4	:30	9A-10A (EST)								1	1	\$425.00	\$425.00	Charlotte (WSOC)		7/18/12
26.0	Normal Line / Spot	09/27/12-09/27/12	4	:30	9A-10A (EST)								1	1	\$425.00	\$425.00	Charlotte (WSOC)		7/18/12
27.0	Normal Line / Spot	09/24/12-09/24/12	3	:30	12P-1P (EST)								1	1	\$550.00	\$550.00	Charlotte (WSOC)		7/18/12
28.0	Normal Line / Spot	09/19/12-09/19/12	3	:30	12P-1P (EST)								1	1	\$550.00	\$550.00	Charlotte (WSOC)		7/18/12

## CONFIRMATION CONTRACT

Accepted Agency/Advertiser:	Date:	Accepted Station:	Date:	Comments:
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Advertiser	Pol/Iss/American Crossroads (13324)	Last Modified	09/06/12
Agency	Crossroads Media (1218)	Entered By	Jill Hipskind
Product	Political - Issue (1068)	CO-OP	No
Brand	691 (133290)	Headline #	06240910
Salesperson	Telerep/Philadelphia, Philadelphia (1057)	Demo	
Sales Office	Telerep/Philadelphia	Order Type	Normal
Buyer Name	MARONEY,STEPHANIE	Package Deal	
Phone/Fax	/	Commission %	15.00
CPE	11/27/691	Commission	\$9,675.00
Account Types	National/Political	Net Total	\$54,825.00
Billing Type	Standard	Sales Tax	
Comments	AMERICAN CROSSROADS ***** THIS IS A CASH IN ADVANCE SCHEDULE ***** AMERICAN CROSSROADS		

Charlotte (WSOC)	Spots	Rate
By Broadcast Month		
Sep. 2012	66	\$64,500.00
Grand Total:	66	\$64,500.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
29.0	Normal Line / Spot	09/20/12-09/20/12	3	:30	12P-1P (EST)					1				1	\$550.00	\$550.00	Charlotte (WSOC)		7/18/12
30.0	Normal Line / Spot	09/25/12-09/25/12	3	:30	12P-1P (EST)			1						1	\$550.00	\$550.00	Charlotte (WSOC)		7/18/12
31.0	Normal Line / Spot	09/26/12-09/26/12	3	:30	12P-1P (EST)				1					1	\$550.00	\$550.00	Charlotte (WSOC)		7/18/12
32.0	Normal Line / Spot	09/24/12-09/24/12	4	:30	5P-5:30P (EST)		1							1	\$1,100.00	\$1,100.00	Charlotte (WSOC)		7/18/12
33.0	Normal Line / Spot	09/19/12-09/19/12	4	:30	5P-5:30P (EST)				1					1	\$1,100.00	\$1,100.00	Charlotte (WSOC)		7/18/12
34.0	Normal Line / Spot	09/20/12-09/20/12	4	:30	5P-5:30P (EST)					1				1	\$1,100.00	\$1,100.00	Charlotte (WSOC)		7/18/12
35.0	Normal Line / Spot	09/21/12-09/21/12	4	:30	5P-5:30P (EST)						1			1	\$1,100.00	\$1,100.00	Charlotte (WSOC)		7/18/12
36.0	Normal Line / Spot	09/26/12-09/26/12	4	:30	5P-5:30P (EST)				1					1	\$1,100.00	\$1,100.00	Charlotte (WSOC)		7/18/12
37.0	Normal Line / Spot	09/27/12-09/27/12	4	:30	5P-5:30P (EST)					1				1	\$1,100.00	\$1,100.00	Charlotte (WSOC)		7/18/12
38.0	Normal Line / Spot	09/24/12-09/24/12	4	:30	5:30P-6P (EST)		1							1	\$1,200.00	\$1,200.00	Charlotte (WSOC)		7/18/12
39.0	Normal Line / Spot	09/18/12-09/18/12	4	:30	5:30P-6P (EST)			1						1	\$1,200.00	\$1,200.00	Charlotte (WSOC)		7/18/12
40.0	Normal Line / Spot	09/20/12-09/20/12	4	:30	5:30P-6P (EST)					1				1	\$1,200.00	\$1,200.00	Charlotte (WSOC)		7/18/12
41.0	Normal Line / Spot	09/21/12-09/21/12	4	:30	5:30P-6P (EST)						1			1	\$1,200.00	\$1,200.00	Charlotte (WSOC)		7/18/12
42.0	Normal Line / Spot	09/25/12-09/25/12	4	:30	5:30P-6P (EST)		1							1	\$1,200.00	\$1,200.00	Charlotte (WSOC)		7/18/12

## CONFIRMATION CONTRACT

Date:

Date:

Accepted-Salesperson:

Date:

Comments:

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<b>Advertiser</b>	Pol/Iss/American Crossroads (13324)	<b>Last Modified</b>	09/06/12
<b>Agency</b>	Crossroads Media (1218)	<b>Entered By</b>	Jill Hipskind
<b>Product</b>	Political - Issue (1068)	<b>CO-OP</b>	No
<b>Brand</b>	691 (133290)	<b>Headline #</b>	06240910
<b>Salesperson</b>	Telerep/Philadelphia, Philadelphia (1057)	<b>Demo</b>	
<b>Sales Office</b>	Telerep/Philadelphia	<b>Order Type</b>	Normal
<b>Buyer Name</b>	MARONEY,STEPHANIE	<b>Package Deal</b>	
<b>Phone/Fax</b>	/	<b>Commission %</b>	15.00
<b>CPE</b>	11/27/691	<b>Commission</b>	\$9,675.00
<b>Account Types</b>	National/Political	<b>Net Total</b>	\$54,825.00
<b>Billing Type</b>	Standard	<b>Sales Tax</b>	
<b>Comments</b>	AMERICAN CROSSROADS ***** THIS IS A CASH IN ADVANCE SCHEDULE ***** AMERICAN CROSSROADS		

Charlotte (WSOC)		
By Broadcast Month	Spots	Rate
Sep. 2012	66	\$64,500.00
<b>Grand Total:</b>	<b>66</b>	<b>\$64,500.00</b>

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
43.0	Normal Line / Spot	09/26/12-09/26/12	4	:30	5:30P- 6P (EST)				1					1	\$1,200.00	\$1,200.00	Charlotte (WSOC)		7/18/12
44.0	Normal Line / Spot	09/21/12-09/21/12	4	:30	6P- 6:30P (EST)						1			1	\$1,500.00	\$1,500.00	Charlotte (WSOC)		7/18/12
45.0	Normal Line / Spot	09/26/12-09/26/12	4	:30	6P- 6:30P (EST)				1					1	\$1,500.00	\$1,500.00	Charlotte (WSOC)		7/18/12
46.0	Normal Line / Spot	09/18/12-09/18/12	4	:30	7P- 7:30P (EST)			1						1	\$1,200.00	\$1,200.00	Charlotte (WSOC)		7/18/12
47.0	Normal Line / Spot	09/19/12-09/19/12	4	:30	7P- 7:30P (EST)				1					1	\$1,200.00	\$1,200.00	Charlotte (WSOC)		7/18/12
48.0	Normal Line / Spot	09/20/12-09/20/12	4	:30	7P- 7:30P (EST)					1				1	\$1,200.00	\$1,200.00	Charlotte (WSOC)		7/18/12
49.0	Normal Line / Spot	09/21/12-09/21/12	4	:30	7P- 7:30P (EST)						1			1	\$1,200.00	\$1,200.00	Charlotte (WSOC)		7/18/12
50.0	Normal Line / Spot	09/25/12-09/25/12	4	:30	7P- 7:30P (EST)			1						1	\$1,200.00	\$1,200.00	Charlotte (WSOC)		7/18/12
51.0	Normal Line / Spot	09/27/12-09/27/12	4	:30	7P- 7:30P (EST)					1				1	\$1,200.00	\$1,200.00	Charlotte (WSOC)		7/18/12
52.0	Normal Line / Spot	09/24/12-09/24/12	4	:30	7:30P- 8P (EST)						1			1	\$1,200.00	\$1,200.00	Charlotte (WSOC)		7/18/12
53.0	Normal Line / Spot	09/18/12-09/18/12	4	:30	7:30P- 8P (EST)				1					1	\$1,200.00	\$1,200.00	Charlotte (WSOC)		7/18/12
54.0	Normal Line / Spot	09/20/12-09/20/12	4	:30	7:30P- 8P (EST)					1				1	\$1,200.00	\$1,200.00	Charlotte (WSOC)		7/18/12
55.0	Normal Line / Spot	09/21/12-09/21/12	4	:30	7:30P- 8P (EST)						1			1	\$1,200.00	\$1,200.00	Charlotte (WSOC)		7/18/12
56.0	Normal Line / Spot	09/25/12-09/25/12	4	:30	7:30P- 8P (EST)			1						1	\$1,200.00	\$1,200.00	Charlotte (WSOC)		7/18/12

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:	Date:	Accepted-Station:	Date:	Comments:
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58.0	Normal Line / Spot	09/24/12-09/24/12	3	:30	11P- 11:35P (EST)		1							1	\$1,200.00	\$1,200.00	Charlotte (WSOC)		7/18/12
59.0	Normal Line / Spot	09/18/12-09/18/12	3	:30	11P- 11:35P (EST)			1						1	\$1,200.00	\$1,200.00	Charlotte (WSOC)		7/18/12
60.0	Normal Line / Spot	09/19/12-09/19/12	3	:30	11P- 11:35P (EST)				1					1	\$1,200.00	\$1,200.00	Charlotte (WSOC)		7/18/12
61.0	Normal Line / Spot	09/20/12-09/20/12	3	:30	11P- 11:35P (EST)					1				1	\$1,200.00	\$1,200.00	Charlotte (WSOC)		7/18/12
61.0.1	Closed Preempt	09/20/12															Charlotte (WSOC)	Program Change/Exception - NFL	
62.0	Normal Line / Spot	09/25/12-09/25/12	3	:30	11P- 11:35P (EST)				1					1	\$1,200.00	\$1,200.00	Charlotte (WSOC)		7/18/12
63.0	Normal Line / Spot	09/27/12-09/27/12	3	:30	11P- 11:35P (EST)					1				1	\$1,200.00	\$1,200.00	Charlotte (WSOC)		7/18/12
64.0	Normal Line / Spot	09/22/12-09/22/12	2	:30	8A- 9A (EST)						1			1	\$800.00	\$800.00	Charlotte (WSOC)		7/18/12
65.0	Normal Line / Spot	09/22/12-09/22/12	4	:30	7P- 7:30P (EST)							1		1	\$600.00	\$600.00	Charlotte (WSOC)		7/18/12
66.0	Normal Line / Spot	09/23/12-09/23/12	2	:30	8A- 9A (EST)								1	1	\$850.00	\$850.00	Charlotte (WSOC)		7/18/12
67.0	M/G For 61.0.1 / Spot	09/22/12-09/22/12	6	:30	11:30P- EYEWITNESS NEWS 11P M-SU								1	1	\$1,200.00	\$1,200.00	Charlotte (WSOC)		9/6/12

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Accepted Agency/Advertiser:

Date:

Accepted Station:

Date:

Comments:

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